## OOH CORPORATE POOL RECOMMENDATION

OCTOBER 19, 1993

\$080177304

## OOH CORPORATE POOL RECOMMENDATION

### 1994 OUTDOOR POOL

### 1993 BACKGROUND

- Due to reduced OB in 1993, "Super Pool" concept was developed
  - Reduced overall size of pool
  - Small "fixed" 12 month Marlboro commitment
  - Balance of inventory evolved in to "Super Pool"

	<u>1991</u>	<u>1992</u>	<u>1993</u>
Marlboro Pool Bulletins Corp/Super Pool Bulletins	1038 <u>505</u>	1022 <u>364</u>	2 <b>1</b> 5 793
Total Bulletins	1542	1386	1,008

- This format proved to be ineffective
  - Left too heavy a burden, both financially and creatively, on the premium brands
  - No consistent Marlboro 12 month support
  - Marlboro still forced to take "leftover" inventory

## OOH CORPORATE POOL RECOMMENDATION

- 1994 Outdoor pools will reflect the following:
  - Major 12 month Marlboro presence in all markets based on specific delivery guidelines Corporate Bulletin foundation in 11 key Premium Brand markets

	<u>1993*</u>	<u>1993**</u>	<u>1994</u>
Marlboro Pool Corp/Super Pool	215 <u>793</u>	665 _315	763 <u>186</u>
Total Bulletin Pool	1,008	980	949

### '94 POOL COST

	PER MONTH	FULL YEAR
Marlboro Corporate	\$3.6 MM 1.5 MM \$5.1 MM	\$43.2 MM _18.0 MM \$61.2 MM

\*AS OF OCTOBER 1993 \*\* AS OF NOVEMBER 1993 9082210903

### OOH CORPORATE POOL RECOMMENDATION

### 1994 CORPORATE POOL

- Recommend a reduction in the number of Corporate pool markets from 62 in '93 (Super Pool) to 11
- Intended for use exclusively by Premium And/or Discount Brands
- Market selection determined by Multi Brand interest
- A reduced corporate pool will allow OPB to achieve a more focused Reach & Frequency Plan in all of their key markets via OOP buys
- 1994 Pool 186 Bulletins/Transit Franchises
- We will protect franchise locations and exclusivity programs in all major markets

BUDGET \$1.5 MM/month or \$18.0 MM/year

### OOH CORPORATE POOL RECOMMENDATION

### 1994 CORP POOL MARKETS

**Boston** 

NY

Philadelphia Washington Atlanta

Miami

Dallas

Houston

Chicago

LA

San Diego

1A0   BANGOR		MARKETS	MERIT	PARL	SLIMS	BASIC	# BRANDS
100   HARTFORD	1A0	BANGOR				1	1
1DO   RHODE ISLAND	1B0	BOSTON	1	1		1	3
1EO   ALBANY	1C0	HARTFORD	1		1	1	3
1FO   SYRACUSE	1D0	RHODE ISLAND	1			1	2
150   BUFFALO	1E0	ALBANY	1			1	2
1HO   NEW YORK	1F0	SYRACUSE	1			1	2
110   PHILADELPHIA	1G0	BUFFALO	1			1	2
1	1H0	NEW YORK	1	1	1	1	4
2A0 BALTIMORE 1 1 1 1 3 2B0 WASHINGTON 1 1 1 1 3 2C0 RICHMOND 1 1 1 1 1 3 2C0 RICHMOND 1 1 1 1 1 3 2D0 RALEIGH/DURHAM 1 1 1 1 2 2FO CHARLOTTE 1 1 1 2 2FO COLUMBIA 1 1 1 2 2GO GREENVILLE 1 1 1 2 2HO KNOXVILLE 1 1 1 2 2HO KNOXVILLE 1 1 1 2 2UO ATLANTA 1 1 1 1 3 2KO BIRMINGHAM 1 1 1 2 2LO SAVANNAH 1 1 1 1 2 2LO SAVANNAH 1 1 1 2 2MO JACKSONVILLE 1 1 1 2 2NO PENSACOLA 1 1 1 2 2NO PENSACOLA 1 1 1 2 2OO ORLANDO 1 1 1 1 3 3A0 ST.LOUIS 1 1 1 2 3GO MIAMI 1 1 1 2 3GO PADUCAH 1 1 1 2 3GO PADUCAH 1 1 1 2 3GO JACKSON 1 1 1 2 3GO MEMPHIS 1 1 1 2 3GO JACKSON 1 1 1 2 3GO MEMPHIS 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	110	PHILADELPHIA	1	1	1	1	4
2B0         WASHINGTON         1         1         1         3           2C0         RICHMOND         1         1         1         3           2D0         RALEIGH/DURHAM         1         1         1           2EO         CHARLOTTE         1         1         2           2FO         COLUMBIA         1         1         2           2GO         GREENVILLE         1         1         2           2HO         KNOXVILLE         1         1         2           2HO         KNOXVILLE         1         1         2           210         NASHVILLE         1         1         2           210         ATLANTA         1         1         2           240         BIRMINGHAM         1         1         2           240         BIRMINGHAM         1         1         2	1J0	HARRISBURG	1			1	2
2CO	2A0	BALTIMORE	1		1	1	3
2D0   RALEIGH/DURHAM   1	2B0	WASHINGTON	1		1	1	3
2D0   RALEIGH/DURHAM	200	RICHMOND	1		1	1	3
2EO CHARLOTTE         1         1         2           2FO COLUMBIA         1         1         2           2GO GREENVILLE         1         1         2           2HO KNOXVILLE         1         1         1         2           2HO KNOXVILLE         1         1         1         2           2JO ATLANTA         1         1         1         2           2JO ATLANTA         1         1         1         2           2LO SAVANNAH         1         1         1         2           2LO SAVANNAH         1         1         1         2           2MO JACKSONVILLE         1         1         2         2           2NO PENSACOLA         1         1         1         2         2           200 ORLANDO         1         1         1         2         2           200 ORLANDO         1         1         1         2         2           200 MIAMI         1         1         1         2         3           3BO SPRINGFIELD         1         1         1         2         3         3BO SPRINGFIELD         1         1         1         2         3	2D0	RALEIGH/DURHAM					<del> </del>
2FO         COLUMBIA         1         1         2           2GO         GREENVILLE         1         1         2           2HO         KNOXVILLE         1         1         2           21O         NASHVILLE         1         1         2           2JO         ATLANTA         1         1         1         2           2LO         BIRMINGHAM         1         1         2         2           2LO         SAVANNAH         1         1         2         2           2MO         JACKSONVILLE         1         1         2         2         2         2         0         0         1         1         1         2         2         2         0         0         1         1         1         2         2         2         0         0         1         1         1         2         2         2         0         0         1         1         1         2         2         2         0         0         1         1         1         2         2         2         0         0         1         1         1         2         2         3         0         0 <td>2EO</td> <td>CHARLOTTE</td> <td></td> <td></td> <td>1</td> <td>-</td> <td></td>	2EO	CHARLOTTE			1	-	
2GO GREENVILLE       1       1       2         2HO KNOXVILLE       1       1       2         210 NASHVILLE       1       1       1       2         2JO ATLANTA       1       1       1       1       2         2LO BIRMINGHAM       1       1       1       2       2         2LO SAVANNAH       1       1       1       2       2         2MO JACKSONVILLE       1       1       2       2       2       0       0       1       1       1       2       2       2       0       0       1       1       1       2       2       2       0       0       1       1       1       2       2       2       0       0       1       1       1       2       2       2       0       0       1       1       1       2       2       2       0       0       0       1       1       1       2       2       2       0       0       1       1       1       2       3       3       3       3       3       3       3       3       3       3       3       3       3       3       3	2F0	COLUMBIA					+
2H0   KNOXVILLE	2G0	GREENVILLE			1	1	
2J0 ATLANTA 1 1 1 1 2 2K0 BIRMINGHAM 1 1 1 2 2L0 SAVANNAH 1 1 1 2 2M0 JACKSONVILLE 1 1 1 2 2N0 PENSACOLA 1 1 1 2 200 ORLANDO 1 1 1 2 2Q0 MIAMI 1 1 1 2 3A0 ST.LOUIS 1 1 1 2 3B0 SPRINGFIELD 1 1 1 2 3B0 SPRINGFIELD 1 1 1 2 3B0 MEMPHIS 1 1 1 2 3E0 JACKSON 1 1 2 3F0 LITTLE ROCK 1 1 1 2 3G0 NEW ORLEANS 1 1 1 2 3H0 LAKE CHARLES 1 1 1 2 3H0 LAKE CHARLES 1 1 1 2 3K0 KANSAS CITY 1 1 2 3K0 KANSAS CITY 1 1 1 2 3K0 KANSAS CITY 1 1 1 2 3K0 OKLAHOMA CITY 1 1 1 1 3 3NO DALLAS/FT.WORTH 1 1 2 3Q0 MIDLAND 1 1 1 2 3Q0 HOUSTON 1 1 1 2	2H0	KNOXVILLE			1	1	<del> </del>
2JO ATLANTA       1       1       1       1       3         2KO BIRMINGHAM       1       1       1       2         2LO SAVANNAH       1       1       1       2         2MO JACKSONVILLE       1       1       1       2         2NO PENSACOLA       1       1       1       2         200 ORLANDO       1       1       1       2         2PO TAMPA       1       1       1       2         2QO MIAMI       1       1       1       3         3AO STLOUIS       1       1       1       2         3BO SPRINGFIELD       1       1       1       2         3BO PADUCAH       1       1       1       2         3EO JACKSON       1       1       2         3FO LITTLE ROCK       1       1       2         3GO NEW ORLEANS       1       1       2         3HO LAKE CHARLES       1       1       2         3HO LAKE CHARLES       1       1       2         3HO DES MOINES       1       1       2         3HO DES MOINES       1       1       1       2         3HO DES MOINE	210	NASHVILLE			1	1	2
2KO BIRMINGHAM       1       1       2         2LO SAVANNAH       1       1       2         2MO JACKSONVILLE       1       1       1       2         2NO PENSACOLA       1       1       1       2         200 ORLANDO       1       1       1       2         2PO TAMPA       1       1       2         2QO MIAMI       1       1       1       3         3AO ST.LOUIS       1       1       1       2         3BO SPRINGFIELD       1       1       1       2         3BO SPRINGFIELD       1       1       1       2         3BO MEMPHIS       1       1       2       1         3EO JACKSON       1       1       2       1         3FO LITTLE ROCK       1       1       2       1       2         3GO NEW ORLEANS       1       1       2       1       1       2       1         3HO LAKE CHARLES       1       1       2       1       1       2       1       1       2       1       1       2       1       1       2       1       1       2       1       1       1	2J0	ATLANTA	1		1	1	
2LO SAVANNAH       1       1       2         2MO JACKSONVILLE       1       1       2         2NO PENSACOLA       1       1       2         200 ORLANDO       1       1       1         2PO TAMPA       1       1       2         2Q0 MIAMI       1       1       1         3A0 ST.LOUIS       1       1       1         3B0 SPRINGFIELD       1       1       1         3C0 PADUCAH       1       1       1         3C0 PADUCAH       1       1       1         3D0 MEMPHIS       1       1       2         3EO JACKSON       1       1       2         3FO LITTLE ROCK       1       1       2         3GO NEW ORLEANS       1       1       2         3HO LAKE CHARLES       1       1       2         3HO LAKE CHARLES       1       1       2         3JO OMAHA       1       1       2         3KO KANSAS CITY       1       1       2         3LO TULSA       1       1       1         3MO OKLAHOMA CITY       1       1       1         3PO ALBUQURQUE       1			<u> </u>				
2M0 JACKSONVILLE       1       1       2         2N0 PENSACOLA       1       1       1       2         200 ORLANDO       1       1       1       2         2P0 TAMPA       1       1       1       2         2Q0 MIAMI       1       1       1       3         3A0 ST.LOUIS       1       1       1       2         3B0 SPRINGFIELD       1       1       1       1         3C0 PADUCAH       1       1       1       1         3D0 MEMPHIS       1       1       2         3EO JACKSON       1       1       2         3F0 LITTLE ROCK       1       1       2         3G0 NEW ORLEANS       1       1       2         3HO LAKE CHARLES       1       1       2         3HO LAKE CHARLES       1       1       2         3J0 OMAHA       1       1       2         3KO KANSAS CITY       1       1       2         3LO TULSA       1       1       1         3MO OKLAHOMA CITY       1       1       1       1         3PO ALBUQURQUE       1       1       1       1			<del> </del>				
2NO PENSACOLA       1       1       2         200 ORLANDO       1       1       1         2PO TAMPA       1       1       1       2         2QO MIAMI       1       1       1       3         3A0 ST.LOUIS       1       1       1       2         3B0 SPRINGFIELD       1       1       1       1         3CO PADUCAH       1       1       1       1         3DO MEMPHIS       1       1       2       2         3EO JACKSON       1       1       1       2         3FO LITTLE ROCK       1       1       2       3         3GO NEW ORLEANS       1       1       2       3         3HO LAKE CHARLES       1       1       2       3         3HO LAKE CHARLES       1       1       2       3         3JO OMAHA       1       1       2       3         3KO KANSAS CITY       1       1       2         3LO TULSA       1       1       1       2         3MO OKLAHOMA CITY       1       1       1       1       2         3CO MIDLAND       1       1       1       1							-
200       ORLANDO       1       1       1       2         200       TAMPA       1       1       1       2         200       MIAMI       1       1       1       3         3A0       ST.LOUIS       1       1       1       2         3B0       SPRINGFIELD       1       1       1       1         3C0       PADUCAH       1       1       1       2         3EO       JACKSON       1       1       2         3F0       LITTLE ROCK       1       1       2         3G0       NEW ORLEANS       1       1       2         3H0       LAKE CHARLES       1       1       2         3H0       LAKE CHARLES       1       1       2         3H0       DES MOINES       1       1       2         3J0       OMAHA       1       1       2         3L0       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       1         3NO       DALLAS/FT.WORTH       1       1       1       1         3PO       ALBUQURQUE       1						_	
2PO       TAMPA       1       1       2         2QO       MIAMI       1       1       1       3         3AO       ST.LOUIS       1       1       1       2         3BO       SPRINGFIELD       1       1       1       1         3CO       PADUCAH       1       1       1       1         3DO       MEMPHIS       1       1       2         3EO       JACKSON       1       1       2         3FO       LITTLE ROCK       1       1       2         3GO       NEW ORLEANS       1       1       2         3HO       LAKE CHARLES       1       1       2         3HO       LAKE CHARLES       1       1       2         3JO       OMAHA       1       1       2         3LO       TULSA       1       1       2         3LO       TULSA       1       1       1       2         3MO       OKLAHOMA CITY       1       1       1       1       2         3OO       MIDLAND       1       1       1       1       1       1         3PO       ALBUQURQUE		<del>                                     </del>			•		
2Q0 MIAMI       1       1       1       3         3A0 ST.LOUIS       1       1       1       2         3B0 SPRINGFIELD       1       1       1       1         3C0 PADUCAH       1       1       1       1         3D0 MEMPHIS       1       1       2       2         3EO JACKSON       1       1       2       3       3       1       1       2       3       3       1       1       2       3       3       1       1       2       3       3       1       1       2       3       3       3       1       1       2       3 <td></td> <td></td> <td> </td> <td></td> <td>1</td> <td><del></del></td> <td></td>					1	<del></del>	
3A0       ST.LOUIS       1       1       2         3B0       SPRINGFIELD       1       1       1         3C0       PADUCAH       1       1       1         3D0       MEMPHIS       1       1       2         3EO       JACKSON       1       1       2         3FO       LITTLE ROCK       1       1       2         3GO       NEW ORLEANS       1       1       2         3HO       LAKE CHARLES       1       1       2         3HO       LAKE CHARLES       1       1       2         3JO       OMAHA       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       2         3OO       MIDLAND       1       1       1       1         3PO       ALBUQURQUE       1       1       1       1         3QO       HOUSTON       1       1       1       1	200	-		1			+
3B0       SPRINGFIELD       1       1         3C0       PADUCAH       1       1         3D0       MEMPHIS       1       1       2         3EO       JACKSON       1       1       2         3FO       LITTLE ROCK       1       1       2         3GO       NEW ORLEANS       1       1       2         3HO       LAKE CHARLES       1       1       2         3HO       LAKE CHARLES       1       1       2         3JO       OMAHA       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       1         3PO       ALBUQURQUE       1       1       1       1         3QO       HOUSTON       1       1       1       1				· · · · ·			+
3CO       PADUCAH       1       1         3DO       MEMPHIS       1       1       2         3EO       JACKSON       1       1       2         3FO       LITTLE ROCK       1       1       2         3GO       NEW ORLEANS       1       1       2         3HO       LAKE CHARLES       1       1       2         3HO       DES MOINES       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       1         3PO       ALBUQURQUE       1       1       1       1         3QO       HOUSTON       1       1       1       2					<u>'</u>		<del></del>
3D0       MEMPHIS       1       1       2         3EO       JACKSON       1       1       2         3F0       LITTLE ROCK       1       1       2         3G0       NEW ORLEANS       1       1       2         3H0       LAKE CHARLES       1       1       2         310       DES MOINES       1       1       2         3J0       OMAHA       1       1       2         3K0       KANSAS CITY       1       1       2         3L0       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         300       MIDLAND       1       1       1       1         3PO       ALBUQURQUE       1       1       1       1         3QO       HOUSTON       1       1       1       2		ļ					
3EO       JACKSON       1       1       2         3FO       LITTLE ROCK       1       1       1       2         3GO       NEW ORLEANS       1       1       1       2         3HO       LAKE CHARLES       1       1       2         3IO       DES MOINES       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         3OO       MIDLAND       1       1       1       1         3PO       ALBUQURQUE       1       1       1       1         3QO       HOUSTON       1       1       1       2			<del> </del>		4		
3F0       LITTLE ROCK       1       1       2         3G0       NEW ORLEANS       1       1       2         3H0       LAKE CHARLES       1       1       2         3I0       DES MOINES       1       1       2         3J0       OMAHA       1       1       2         3K0       KANSAS CITY       1       1       2         3L0       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         300       MIDLAND       1       1       1       1         3PO       ALBUQURQUE       1       1       1       2							<del></del>
3GO       NEW ORLEANS       1       1       2         3HO       LAKE CHARLES       1       1       2         3IO       DES MOINES       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         3OO       MIDLAND       1       1       1       1         3PO       ALBUQURQUE       1       1       1       2						-	+
3HO       LAKE CHARLES       1       1       2         3IO       DES MOINES       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         3OO       MIDLAND       1       1       1         3PO       ALBUQURQUE       1       1       1         3QO       HOUSTON       1       1       1							<del></del>
310       DES MOINES       1       1       2         3JO       OMAHA       1       1       2         3KO       KANSAS CITY       1       1       2         3LO       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         300       MIDLAND       1       1       1         3PO       ALBUQURQUE       1       1       1         3Q0       HOUSTON       1       1       1							<del></del>
3JO OMAHA 1 1 2 3KO KANSAS CITY 1 1 2 3LO TULSA 1 1 1 3MO OKLAHOMA CITY 1 1 1 1 3 3NO DALLAS/FT.WORTH 1 1 1 2 3OO MIDLAND 1 1 1 3PO ALBUQURQUE 1 1 1 3QO HOUSTON 1 1 2			1		'		
3K0       KANSAS CITY       1       1       2         3L0       TULSA       1       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         300       MIDLAND       1       1       1         3PO       ALBUQURQUE       1       1       1         3Q0       HOUSTON       1       1       1       2			<del>   </del>				
3L0       TULSA       1       1         3MO       OKLAHOMA CITY       1       1       1       3         3NO       DALLAS/FT.WORTH       1       1       1       2         3OO       MIDLAND       1       1       1       1         3PO       ALBUQURQUE       1       1       1       1         3QO       HOUSTON       1       1       1       2			1				
3MO         OKLAHOMA CITY         1         1         1         3           3NO         DALLAS/FT.WORTH         1         1         1         2           300         MIDLAND         1         1         1           3PO         ALBUQURQUE         1         1         1           3Q0         HOUSTON         1         1         2			<u> </u>				
3NO         DALLAS/FT.WORTH         1         1         2           3OO         MIDLAND         1         1         1           3PO         ALBUQURQUE         1         1         1           3QO         HOUSTON         1         1         2			1		1	<del></del>	
300 MIDLAND       1       1         3P0 ALBUQURQUE       1       1         3Q0 HOUSTON       1       1       2						-	
3P0 ALBUQURQUE 1 1 1 1 3Q0 HOUSTON 1 1 2							
3Q0 HOUSTON 1 1 2							
					1		
					•		+

#### 94 OOH KEY MARKETS

	MARKETS	MERIT	PARL	SLIMS	BASIC	# BRANDS
3S0	SAN ANTONIO				1	1
4A0	PITTSBURGH			1	1	2
4B0	CLEVELAND				1	1
4C0	COLUMBUS				1	1
4D0	CINCINNATI				1	1
4EO	SAGINAW	1			1	2
4F0	DETROIT			1	1	2
4G0	GRAND RAPIDS	1		1	1	3
4H0	TOLEDO	1		1	1	3
410	INDIANAPOLIS				1	1
4J0	LOUISVILLE				1	1
4K0	LEXINGTON				1	1
4L0	CHICAGO	1		1	1	3
4M0	PEORIA				1	1
4N0	GREEN BAY	1			1	2
400	MINNEAPOLIS	1 1			1	2
4P0	SIOUX FALLS	1			1	2
4Q0	MILWAUKEE	1			1	2
5A0	ALASKA				1	1
5B0	SPOKANE	1			1	2
5C0	SEATTLE	1			1	2
5D0	PORTLAND	1			1	2
5EO	DENVER	1			1	2
5F0	SALT LAKE CITY				1	1
5G0	PHOENIX			,	1	1
5H0	SACRAMENTO			1	1	2
510	SAN FRANCISCO				1	1
5J0	FRESNO				1	1
5KO	HAWAII			1	1	2
5L0	LOS ANGELES	1		1	1	3
5M0	SAN DIEGO			1	1	2
		30	4	36	76	

Source: https://www.industrydocuments.ucsf.edu/docs/ylfy0004

# 1BO BOSTON 1994 CORPORATE POOL RECOMMENDATION

		1993 A	LLOCATION	1994 AL	LOCATION
MARKET/S	<u>VEHICLES</u>	#	COST	<u>#</u>	COST
BOSTON					
	BULLETINS	3	\$27.9	3	\$27.9
	30-SHEET	73	\$38.6	73	\$38.6
	TAXI TOPS	0	<u>\$0.0</u>	412	<u>\$53.1</u>
TOTAL:			\$66.5	•	\$81.0
MONTHLY R/F		8 5	5/15.0	90/	21.0
DAILY GRP'S	•	42	.5	63.0	

#### NOTES:

TAXI-TOPS TO BE SPLIT BETWEEN MARLBORO AND CORPORATE POOL MARLBORO UTILIZED CORPORATE TAXI TOPS FOR LAST 6 MONTHS OF '93

1HO NEW YORK
1994 CORPORATE POOL RECOMMENDATION

		1993 ALLOCATION			1994 AL	LOCATION
MARKET/S	<u>VEHICLES</u>	#_	COST	•	#_	COST
NEW YORK						
	BULLETINS	30	\$277.3		30	\$277.3
	<b>BUS SHELTERS</b>	955	\$402.3		478	\$201.2
	TAXI TOPS	0	<u>\$0.0</u>		1150	<u>\$72.3</u>
			\$679.6			\$550.8
NEW JERSEY	BULLETINS	7	\$47.3		7	\$47.3
CONNECTICUT	BULLETINS	1	<u>\$4.0</u>		1	\$4.0
TOTAL			\$730.9			\$602.1
MONTHLY R/F		81,	13.0	[	85/	15.0
DAILY GRP'S		35.1	٠	[	42.5	

#### NOTES:

TAXI TOP POOL TO BE SPLIT BETWEEN MARLBORO AND CORPORATE 1/2 OF BUS SHELTERS TO BE ALLOCATED TO MARLBORO POOL

# 110 PHILADELPHIA 1994 CORPORATE POOL RECOMMENDATION

		1993 ALLO	1	994 ALL	OCATION	
MARKET/S	<u>VEHCILES</u>	#	COST		#	COST
PHILADELPHIA	BULLETINS	10	\$37.1		15	\$54.3
MONTHLY R/F		6 4	/ 9.6		7 5	/ 12.0
DAILY GRP'S		20.	5		30.	0

NOTES:

ADDED 5 BULLETINS
IF BULLETIN UPGRADE CAN'T BE ACHEIVED ADDITIONAL 30-SHEET AND TRANSIT SHOULD BE CONSIDERED

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## 2BO WASHINGTON 1994 CORPORATE POOL RECOMMENDATION

		1993 ALL	OCATION	1994 ALLC	CATION
MARKET/S	<u>VEHICLES</u>	<u>#</u>	COST	<u>#</u>	COST
WASHINGTON					
	BULLETINS	4	\$16.0	8	\$31.9
	BUS SHELTERS	96	<u>\$61.8</u>	48	<u>\$30.9</u>
TOTAL			\$77.8		\$62.8
MONTHLY R/F		N/A		N/A	
DAILY GRP'S		N/A		N/A	

#### NOTES:

**WILL TRY TO ADD 4 BULLETINS** 

BUS SHELTER POOL WILL BE SPLIT BETWEEN MARLBORO AND CORPORATE SUPPLEMENTAL 30-SHEET AND 8-SHEET SHOULD BE CONSIDERED IF BULLETINS UNAVAILABLE. BUS KINGS AND TAXIS CAN BE BOUGHT TO INCREASE REACH

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# 2JO ATLANTA 1994 CORPORATE POOL RECOMMENDATION

		1993 AL	LOCATION	1994 ALLOCATION	
MARKET/\$	<u>VEHICLES</u>	<u>#</u>	COST	#_	COST
ATLANTA	BULLETINS	13	\$39.2	1 5	\$64.7
MONTHLY R/F		78/	8.6	79/	10.6
DAILY GRP'S		22.4		27.9	

**NOTES:** 

MOVED 2 MARLBORO BULLETINS TO CORPORATE POOL

# 2QO MIAMI 1994 CORPORATE POOL RECOMMENDATION

		1993 ALLOCATION		1994 AL	LOCATION
MARKET/S	<u>VEHICLES</u>	<u>#</u>	COST	<u>#</u>	COST
MIAMI	BULLETINS	7	\$26.3	15	\$107.1
	DOLLLING	,	φ20.3	15	\$107.1
	BUS SHELTERS	122	<u>\$38.4</u>	61	<u>\$19.2</u>
TOTAL			\$64.7		\$126.3
MONTHLY R/F		60/	6.4	74	/ 11.0
DAILY GRP'S		12.8		27.1	

NOTES:
ADDED 8 BULLETINS IN MIAMI
1/2 OF BUS SHELTERS ALLOCATED TO MARLBORO

# 3NO DALLAS/FT. WORTH 1994 CORPORATE POOL RECOMMENDATION

		1993 ALLOCATION		1994 A	LLOCATION
MARKET/S	<u>VEHICLES</u>	<u>#</u> .	COST	<u>#</u>	COST
DALLAS					
-	BULLETINS	5	\$16.9	7	\$23.2
FT. WORTH			45.5	_	• • • •
	BULLETINS	<u>4</u>	<u>\$9.0</u>	<u>5</u>	<u>\$11.3</u>
TOTAL:		9	\$25.9	12	\$34.5
					,
MONTHLY R/F		75/	8.2	78	3/10.5
DAILY GRP'S		20.5		27	.3

NOTES:

**ADDED 3 BULLETINS** 

# 3QO HOUSTON 1994 CORPORATE POOL RECOMMENDATION

		1993 ALLOCATION		1994 ALLOCATION	
MARKET/\$	<u>VEHCILES</u>	<u>#</u>	COST	<u>#</u>	COST
HOUSTON	BULLETINS	15	\$52.9	1 5	\$52.9
MONTHLY R/F		90/17.1		90/17.1	
DAILY GRP'S		51.3		51.3	

NOTES:

**AMPLE COVERAGE** 

# 4LO CHICAGO 1994 CORPORATE POOL RECOMMENDATION

		1993 ALLOCATION		1994 ALLOCATION	
MARKET/S	<u>VEHCILES</u>	#_	COST	<u>#</u>	COST
CHICAGO	BULLETINS	1 4	\$83.5	17	\$118.1
GARY, IN	BULLETINS	<u>1</u>	<u>\$2.3</u>	1	<u>\$2.3</u>
TOTAL:		15	\$85.8	18	\$120.4
MONTHLY R/F		81/	10.7	82/	12.0
DAILY GRP'S		28.9		32.8	

NOTES:

**MOVED 3 MARLBORO BULLETINS TO CORPORATE POOL** 

# 5LO LOS ANGELES 1994 CORPORATE POOL RECOMMENDATION

		1993 ALL	OCATION	1994 ALLOCATION		
MARKET/S LOS ANGELES	VEHICLES	<u>#</u>	COST	<u>#</u>	COST	
	BULLETINS	29	\$126.3	3 5	\$167.3	
	BUS SHELTERS	125	<u>\$68.8</u>	63	<u>\$34.4</u>	
TOTAL			\$195.1		\$201.7	
MONTHLY R/F		72/9.9		74/11.0		
DAILY GRP'S		23.8		27.1		

NOTES:

ADDED 6 BULLETINS
SPLIT BUS SHELTER POOL BETWEEN MARLBORO AND CORPORATE

# 5MO SAN DIEGO 1994 CORPORATE POOL RECOMMENDATION

		1993 AL	LOCATION	1994 ALLOCATION		
MARKET/S	<b>VEHICLES</b>	<u>#</u>	COST	<u>#</u>	COST	
SAN DIEGO	BULLETINS	7	\$40.7	11	\$62.0	
PALM SPRINGS	BULLETINS	1	<u>\$2.7</u>	1	<u>\$2.7</u>	
TOTAL		8	\$43.4	12	\$64.7	
MONTHLY R/F		66/11.5		78/14.5		
DAILY GRP'S		25.3		37.7		

NOTES:

**ADDED 4 BULLETINS TO SAN DIEGO** 

#### 1994 COPORATE POOL RECOMMENDATION

#### **ESTIMATED COSTS AS OF OCTOBER 19, 1993**

BRAND	# MONTHS	CORPORATE POOL (\$M)	<u>OOP*</u> (\$M)	<u>TOTAL</u> (\$M)	ORIGINAL BUDGET (\$M)	<u>DIFF</u> (\$M)
MERIT	3	\$4,512.0	\$1,237.2	\$5,749.2	\$5,400.0	(\$349.20)
VIRGINIA SLIMS	2	\$3,008.0	\$882.4	\$3,890.4	\$8,400.0	\$4,509.6
PARLIAMENT	7	<u>\$5,810.0</u>	<u>\$0.0</u>	<u>\$5,810.0</u>	\$7,000.0	<u>\$1,190.0</u>
TOTAL PREMIUM		\$13,330.0	\$2,119.6	\$15,449.6	\$20,800.0	\$5,350.4
BASIC	5	\$7,520.0	\$4,958.0	\$13,691.5	\$19,100.0	\$5,408.5
GRAND TOTAL		\$20,850.0	\$7,077.6	\$29,141.1	\$39,900.0	\$10,758.9

<sup>\*</sup> ESTIMATED 50 SHOWING IN 30-SHEET IN BRAND'S KEY MARKETS.

#### 1994 CORPORATE POOL UNITS

#### **BULLETINS**

14' X 48'

19 1/2' X 48'

20' X 60'

#### **TRANSIT**

**BUS SHELTERS** 

**TAXI-TOPS** 

#### **OOP CONSIDERATIONS**

8-SHEET

30-SHEET

**BUS SHELTERS** 

**BUS KINGS** 

TAXI-TOPS